Central Valley Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period	October March 3		_	April 1, 2005 - September 30, 2005		Totals
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	18	100%	18	100%	18	100%
CHANNELS						
Colleges and Universities Community Based	5	28%	7	39%	6	33%
Organizations	12	67%	11	61%	12	64%
Community Clinic Community Youth	7	39%	8	44%	8	42%
Organizations	8	44%	6	33%	7	39%
Faith/Church Sites	8	44%	5	28%	7	36%
Farmers' Markets	1	6%	2	11%	2	8%
Food Closets	7	39%	6	33%	7	36%
Grocery Stores	5	28%	5	28%	5	28%
Healthcare Facilities	8	44%	8	44%	8	44%
Healthy/Head Start	10	56%	8	44%	9	50%
Internet	8	44%	7	39%	8	42%
Parks, Recreation Centers	8	44%	7	39%	8	42%
Preschools	9	50%	11	61%	10	56%
Print Media	11	61%	13	72%	12	67%
Public Health Department	9	50%	8	44%	9	47%
Radio	6	33%	8	44%	7	39%
Restaurants	2	11%	1	6%	2	8%
Schools	16	89%	14	78%	15	83%
Senior Centers	5	28%	3	17%	4	22%
Soup Kitchens	2	11%	2	11%	2	11%
Television	5	28%	4	22%	5	25%
Tribal Organizations	2	11%	1	6%	2	8%
WIC Sites	7	39%	8	44%	8	42%
Worksites	9	50%	8	44%	9	47%
Other	13	72%	15	83%	14	78%

LOCAL TOTALS

Central Valley Local Contractors Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October March 3	•	_	April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions	
LOCAL CONTRACTS TV	18		18				
paid TV ads	30	0	1	0	31	0	
free TV ads	1	0	8	5,000	9	5,000	
Radio							
paid radio ads	0	0	2	8,300,400	2	8,300,400	
free radio ads	41	53,200	16	175,000	57	228,200	
Print							
paid ads placed	12	153,501	3	517,837	15	671,338	
Outdoor							
paid ads placed on billboards, bus stops, or other outdoor advertising	1	0	1	14,000	2	14,000	
free print ads on kiosks or posters	0	0	2	6,630	2	6,630	
LOCAL TOTALS	85	206,701	33	9,018,867	118	9,225,568	

Central Valley Local Contractors Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

n .: n : 1	October	: 1, 2004 -	April	1, 2005 -	Year Totals	
Reporting Period	March	31, 2005	September 30, 2005		rear rotals	
Type of Advertising	Immuto	Consumer Impressions	Tamaska	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	Inputs 18	impressions	Inputs 18	Impressions	Total Inputs	impressions
TV	10		10			
# Agencies that submitted media alerts or		1		 	1	l
tip sheets to TV	2	n/c	5	n/c	7	n/c
# Media alerts or tip sheets submitted	17	n/c	12	n/c	29	n/c
# Agencies that submitted press releases	5	n/c	4	n/c	9	n/c
# press releases submitted	45	n/c	19	n/c	64	n/c
TV stories aired from releases	9	n/c	13	n/c	22	n/c
Total TV interviews conducted	5	n/c	2	n/c	7	n/c
TV stories from interviews	5	n/c	2	n/c	7	n/c
Total number of TV inputs		n/c	<u> </u>	n/c	145	n/c
Total number of TV inputs	00	11/0	3/	11/0	143	11/0
Radio						
# Agencies that submitted media alerts or						
tip sheets to radio	0	n/c	3	n/c	3	n/c
# Media alerts or tip sheets submitted	26	n/c	22	n/c	48	n/c
# Agencies that submitted press releases	6	n/c	4	n/c	10	n/c
# Press releases submitted to radio	104	n/c	21	n/c	125	n/c
Radio Stories from releases	27	n/c	30	n/c	57	n/c
Total # radio interviews conducted	17	n/c	7	n/c	24	n/c
Total # radio interviews aired	14	n/c	7	n/c	21	n/c
Total number of radio inputs	194	n/c	94	n/c	288	n/c
-						
Print						
# Agencies that submitted media alerts or						
tip sheets to newspaper	4	n/c	3	n/c	7	n/c
# Media alerts or tip sheets submitted	21	n/c	19	n/c	40	n/c
# Agencies that submitted press releases	7	n/c	5	n/c	12	n/c
# Press releases submitted to print	52	n/c	90,036	n/c	90,088	n/c
Total print stories printed	27	n/c	54	n/c	81	n/c
Interviews with print outlets	12	n/c	7	n/c	19	n/c
Print Stories from interviews	12	n/c	7	n/c	19	n/c
Total number of print inputs	135	n/c	90,131	n/c	90,266	n/c
LOCAL TOTALS	417	n/c	90,282	n/c	90,699	n/c
n/c = not collected						
Consumer Impressions may be duplicated of	counts					

Central Valley Local Contractors Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - April 1, 2005 - March 31, 2005 - September 30, 2005		Year'l		Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	18		18			
# Feature Articles Submitted	61	n/c	58	n/c	119	n/c
Total Feature Stories Run	58	n/c	56	n/c	114	n/c
# Letters to Editor Submitted	6	n/c	1	n/c	7	n/c
Total Letters to the Editor Run	6	n/c	0	n/c	6	n/c
Total Editorial Board Meetings						
Attended	1	n/c	0	n/c	1	n/c
LOCAL TOTALS	132	n/c	115	n/c	247	n/c

n/c = not collected

Central Valley Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

D	October	1, 2004 -	April 1, 2005 -		Year Totals		
Reporting Period	March 3	31, 2005	Septembe	September 30, 2005		l ear rotais	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	18		18				
Grocery Stores							
# taste tests at grocery stores	0	0	0	0	0	0	
# grocery store tours	1	35	8	157	9	192	
# other grocery promotions	10	23,140	28	1,479	38	24,619	
Total Grocery Store Events	11	23,175	36	1,636	47	24,811	
Farmer's Markets							
# farmer's market taste tests	0	0	154	16,302	154	16,302	
# farmer's market tours	0	0	0	0	0	0	
# other farmers market events	138	24,454	195	32,629	333	57,083	
Total Farmers Market							
Events	138	24,454	349	48,931	487	73,385	

Reach of Sales Promotions Activities continued on the next page

Central Valley Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period	October March 3	1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
LOCAL CONTRACTS	18		18			
Other Special Events						
# organized sports events	12	5,365	20	2,964	32	8,329
# health fairs/festivals	87	78,712	45	407,059	132	485,771
# community forums	8	629	6	433	14	1,062
# federal food assistance	31	15,943	128	24,885	159	40,828
# swap meets	1	300	0	0	1	300
# open houses/back to school	8	2,383	37	5,037	45	7,420
# speeches, conferences	36	2,952	9	1,257	45	4,209
# of other events	102	51,317	132	58,801	234	110,118
# radio remotes	1	10	5	850	6	860
Total Special Events	286	157,611	382	501,286	668	658,897
LOCAL TOTALS	435	205,240	767	551,853	1,202	757,093

Central Valley Local Contractors Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October	1, 2004 -	April 1	April 1, 2005 -		Year Totals	
Reporting Feriod	March 3	31, 2005	Septembe	r 30, 2005	icai .	Iotais	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	18		18				
Classes and Trainings							
# nut ed classes conducted	3,918	101,008	3,677	93,527	7,595	194,535	
# provider training classes	158	2,690	117	2,999	275	5,689	
# pa-nut class	957	34,721	1,146	19,457	2,103	54,178	
# "other" classes	706	41,308	22,787	27,426	23,493	68,734	
Total Classes and Trainings	5,739	179,727	27,727	143,409	33,466	323,136	
Reach of Network Personal Sales A	ctivities for Loc	als on the follo	wing page				

	Central	Valley Loc	al Contrac	tors		
Reach of Perso	onal Sales A	ctivities Fed	eral Fiscal Y	ear 05 (Pag	e 2 of 3)	
Reporting Period	October March 3	•	April 1, Septembe		Year	Γotals
Activity LOCAL CONTRACTS	Quantity Distributed 18	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
Materials Distributed						
Other Nutrition Materials, Non- Network Produced						
# Other Program curriculum previously developed	5,809	n/c	18,503	n/c	24,312	n/c
# Other Program promotional item previously developed	130,298	n/c	80,112	n/c	210,410	n/c
# Other Program flyers, newsletters previously developed	179,496	n/c	113,359	n/c	292,855	n/c
# Other Program other types of materials previously developed	53,791	n/c	37,421	n/c	91,212	n/c
Total Other Nutrition Materials, Non-Network Produced	369,394	n/c	249,395	n/c	618,789	n/c
n/c = not collected Reach of Network Personal Sales Ac		1 1 63				

Central Valley Local Contractors Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

Reporting Period	October March 3	•	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	18		18			
Food Stamp Materials						
Food Stamp Brochures	5,695	n/c	12,090	n/c	17,785	n/c
Food stamp awareness flyer	2,510	n/c	2,542	n/c	5,052	n/c
Food stamp recipes and tip sheets	92	n/c	2,614	n/c	2,706	n/c
CFPA food stamps work	0	n/c	500	n/c	500	n/c
To your health! food safety brochure	0	n/c	0	n/c	0	n/c
WIC materials	4,987	n/c	6,017	n/c	11,004	n/c
FSNEP, EFNEP materials	5,677	n/c	861	n/c	6,538	n/c
Summer Food Program information	400	n/c	5,650	n/c	6,050	n/c
USDA Eat Smart Play Hard	3,926	n/c	6,068	n/c	9,994	n/c
LIA FS or meal promotion flyer, fact sheet	350	n/c	2,600	n/c	2,950	n/c
Other info-educational materials	10,000	n/c	11,644	n/c	21,644	n/c
Total Food Stamp Materials	33,637	n/c	50,586	n/c	84,223	n/c
LOCAL TOTALS	408,770	179,727	327,708	143,409	736,478	323,136

n/c = not collected

Central Valley Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October March 3		_	, 2005 - r 30, 2005	Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	18	100%	18	100%	18	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	1	6%	5	28%	3	17%
Developed partnerships to work towards environmental change	4	22%	13	72%	9	47%
Developed, maintained school or community garden	3	17%	8	44%	6	31%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	1	6%	1	6%	1	6%
Improved food choices at functions	12	67%	10	56%	11	61%
Improved food choices in cafeteria	9	50%	5	28%	7	39%
Increased daily nutrition announcements	17	94%	12	67%	15	81%
Increased lighting, paths, times to promote biking and walking	1	6%	1	6%	1	6%
Initiated/Implemented salad bar program	2	11%	4	22%	3	17%
Limited access to high fat milk products	2	11%	4	22%	3	17%
Limited access to junk food	7	39%	6	33%	7	36%
Limited access to soda	8	44%	6	33%	7	39%
Made healthy snack carts available	7	39%	7	39%	7	39%
Replaced vending machine choices with healthier foods	3	17%	5	28%	4	22%
Worked to improve transportation from markets	0	0%	1	6%	1	3%

LOCAL TOTALS

Policy, Systems & Environment changes continue on the next page.

Central Valley Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period		1, 2004 - 31, 2005	-	, 2005 - r 30, 2005	Year Totals	
Activity LOCAL CONTRACTS	Support Policy Change	Percent of Agencies 100%	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies 100%
POLICY	18	100%	18	100%	18	100%
Passed city ordinances that related to physical activity or nutrition	3	17%	3	17%	3	17%
Passed regulations that decreased or eliminated soda	6	33%	1	6%	4	19%
Policy changes related to Food Security	1	6%	1	6%	1	6%
Ratified rules about serving healthier foods at events	3	17%	3	17%	3	17%
Ratified rules to promote physical activity	6	33%	4	22%	5	28%
Worked towards creating laws that banned sponsorship from competitive foods	3	17%	3	17%	3	17%
Worked towards or responded to policies about food stamps, food security to food banks	1	6%	6	33%	4	19%
Worked with groups for policy agenda	2	11%	1	6%	2	8%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	10	56%	10	56%	10	56%
Other environmental changes	8	44%	6	33%	7	39%